



Name:

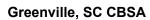
Demographic	Greenville, SC CBSA
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Population 2008:		
Population	617,309	
Persons in Group Quarters Population 2013:	20,614	
Population Households (2008):	658,012	
Households	245,106	
Family Households	161,762	
Average Household Size	2.43	
Households (2013):		
Households	263,471	
Family Households	169,575	
Average Household Size	2.42	
Race (2008):		
White	478,184	
Black	107,290	
American Indian, Eskimo, Aleut Asian or Pacific Islander	1,503 10,566	
Other	11,559	
Two or More Races	8,207	
Hispanic Origin	27,797	
Race (2013):		
White	501,440	
Black	115,152	
American Indian, Eskimo, Aleut	1,812	
Asian or Pacific Islander	13,637	
Other	15,834	
Two or More Races	10,137	
Hispanic Origin	36,664	
Gender (2008):		
Population Male	302,797	
Population Female	314,512	
Gender (2013):		
Population Male	323,163	
Population Female Housing Units (2008):	334,849	
Owner-occupied Particle acceptable	171,026	
Renter-occupied Housing Units (2013):	74,080	
	400 400	
Owner-occupied Renter-occupied	182,120 81,351	
Income (2008):	01,331	
Median Household Income	\$50,720	
Median Family Income	\$50,720 \$60,766	
Median Disposable Income	\$40,458	
Average Household Income	\$66,194	
Average Family Income	\$77,393	
Per Capita Income	\$26,637	
Population by Employment (2008):		
Total Businesses	24,279	
Total Employees	273,436	

Source: ESRI, 2008 Estimates & Projections.

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Income (2013):		
Median Household Income	\$59,455	
Median Family Income	\$71,032	
Average Household Income	\$76,518	
Average Family Income	\$90,721	
Per Capita Income	\$31,014	
Net Worth (2008):		
Median Net Worth	\$89,127	
Households by Net Worth (2008):		
< \$15,000	66,398	
\$15,000-\$34,999	20,768	
\$35,000-\$49,999	11,947	
\$50,000-\$74,999	15,196	
\$75,000-\$99,999	13,452	
\$100,000-\$149,999	20,379	
\$150,000-\$249,999	25,358	
\$250,000-499,999	32,822	
\$500,000 +	21,022	
Households by Disposable Income (2008):	,,	
< \$15,000	37,897	
\$15,000-\$24,999	32,305	
\$25,000-\$34,999	32,829	
\$35,000-\$49,999	43,326	
\$50,000-\$74,999	58,906	
\$75,000-\$99,999	17,688	
\$100,000-\$149,999	14,822	
\$150,000-\$199,999	3,288	
\$200,000+	4,045	
Households with Household Income (2008):	,,,,,,,,	
< \$10,000	20,474	
\$10,000-\$14,999	10,002	
\$15,000-\$19,999	13,047	
\$20,000-\$24,999	12,855	
\$25,000-\$29,999	12,643	
\$30,000-\$34,999	13,978	
\$35,000-\$39,999	13,475	
\$40,000-\$44,999	13,151	
\$45,000-\$49,999	11,008	
\$50,000-\$59,999	22,376	
\$60,000-\$74,999	28,749	
\$75,000-\$99,999	35,466	
\$100,000-\$124,999	13,925	
\$125,000-\$149,999	8,732	
\$150,000-\$149,999	7,654	
\$200,000-\$199,999	3,067	
	3,601	
\$250,000-\$499,999 >\$500,000+	903	
>\$500,000+	303	

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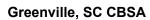
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Households with Household Income (2013):		
< \$10,000	20,061	
\$10,000-\$14,999	8,608	
\$15,000-\$19,999	10,279	
\$20,000-\$24,999	12,126	
\$25,000-\$29,999	11,447	
\$30,000-\$34,999	12,245	
\$35,000-\$39,999	12,358	
\$40,000-\$44,999	12,351	
\$45,000-\$49,999	13,161	
\$50,000-\$59,999	20,036	
\$60,000-\$74,999	37,926	
\$75,500-\$99,999	41,007	
\$100,000-\$124,999	20,712	
\$125,000-\$149,999	9,187	
\$150,000-\$199,999	9,730	
\$200,000-\$249,999	5,103	
\$250,000-\$499,999	5,069	
>\$500,000+	2,065	
Families with Household Income (2008):		
< \$10,000	7,451	
\$10,000-\$14,999	3,626	
\$15,000-\$19,999	5,859	
\$20,000-\$24,999	6,877	
\$25,000-\$29,999	7,812	
\$30,000-\$34,999	7,571	
\$35,000-\$39,999	8,281	
\$40,000-\$44,999	7,963	
\$45,000-\$49,999	7,493	
\$50,000-\$59,999	16,530	
\$60,000-\$74,999	21,665	
\$75,000-\$99,999	28,801	
\$100,000-\$124,999	9,802	
\$150,000-\$199,999	9,266	
\$125,000-\$149,999	6,077	
\$200,000-\$249,999	2,683	
\$250,000-\$499,999	3,191	
>\$500,000+	812	
Families with Household Income (2013);		
< \$10,000	7,137	
\$10,000-\$14,999	2,993	
\$15,000-\$19,999	4,181	
\$20,000-\$24,999	5,727	
\$25,000-\$29,999	6,126	
\$30,000-\$34,999	7,107	
\$35,000-\$39,999	6,551	
\$40,000-\$44,999	7,613	
\$45,000-\$49,999	6,063	
\$50,000-\$59,999	14,145	
\$60,000-\$74,999	22,025	
\$75,500-\$99,999	35,551	
\$100,000-\$124,999	16,262	
\$125,000-\$149,999	8,922	
\$150,000-\$199,999	9,864	
\$200,000-\$249,999	3,801	
\$250,000-\$499,999	3,928	
>\$500,000+	1,577	
	,	

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Name:

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Population by Age (2008):	
0-4	40,741
5-9	39,452
10-14	39,857
15-19	44,312
20-24	46,311
25-29	40,691
30-34	39,551
35-39	43,919
40-44	45,762
45-49	47,070
50-54	43,154
55-59	39,606
60-64 65-69	30,985
70-74	23,317 17,373
75-79	13,934
80-84	10,752
85+	10,522
Median Age	37.0
Population by Age (2013):	
0-4	43,259
5-9	40,773
10-14	41,877
15-19	46,569
20-24	49,271
25-29	
	41,916
30-34	39,996
35-39	41,360
40-44	46,220
45-49	49,739
50-54	48,600
55-59	45,966
60-64	36,821
65-69	27,648
70-74	19,475
75-79	14,848
80-84	11,400
85+	12,274
Median Age	38.1
Population Age - Males (2008):	
0-4	20,890
5-9	20,204
10-14	20,447
15-19	22,373
20-24	23,746
25-29	20,883
30-34	19,999
35-39	21,966
40-44	22,725
45-49 50-54	23,234 20,991
50-54 55-59	20,991 19,115
60-64	14,858
65-69	10,915
70-74	7,743
75-79	5,757
80-84	3,886
85+	3,065
	·

Source: ESRI, 2008 Estimates & Projections.







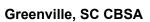
Name:

Demographic Greenville, SC CBSA

Population Age - Males (2013):		
0-4	22,176	
5-9	20,853	
10-14	21,527	
15-19	23,602	
20-24	25,142	
25-29	21,223	
30-34	20,322	
35-39	20,802	
40-44	23,092	
45-49	24,601	
50-54	23,900	
55-59	22,251	
60-64	17,516	
65-69	12,993	
70-74	8,849	
75-79	6,292	
80-84	4,286	
85+	3,736	
Population Age - Females (2008):		
0-4	19,851	
5-9	19,248	
10-14	19,410	
15-19	21,939	
20-24	22,565	
25-29	19,808	
30-34	19,552	
35-39	21,953	
40-44	23,037	
45-49	23,836	
50-54	22,163	
55-59	20,491	
60-64	16,127	
65-69	12,402	
70-74	9,630	
75-79	8,177	
80-84	6,866	
85+	7,457	
Population Age - Females (2013):		
0-4	21,083	
5-9	19,920	
10-14	20,350	
15-19	22,967	
20-24	24,129	
25-29	20,693	
30-34	19,674	
35-39 40-44	20,558 23,128	
40-44 45-49	23,128 25,138	
45-49 50-54	25,138	
50-54 55-59	23,715	
60-64	19,305	
65-69	14,655	
70-74	10,626	
75-79	8,556	
80-84	7,114	
85+	8,538	
	0,000	

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Area ID: 0 Name:

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Concessor Francisticae (2000)		
Consumer Expenditure (2008) Retail Summary:		
	5 007 004 004	
Retail Goods: Total	5,997,684,961	
Apparel:		
Apparel & Services: Total	497,812,492	
Men's Apparel: Total	92,147,861	
Women's Apparel: Total	165,937,524	
Children's Apparel: Total	88,053,643	
Infant Apparel (Under 2 Years): Total Footwear: Total	23,366,231	
Watches & Jewelry: Total	73,851,992 48,622,505	
Apparel Products & Services: Total	29,198,967	
Household Goods:	29,190,907	
Computers & Hardware for Home Use: Total	45,762,346	
Software & Accessories for Home Use: Total	6,138,487	
Entertainment/Recreation:		
Entertainment/Recreation: Total	839,481,516	
Fees & Admissions: Total	129,108,960	
Membership Fees: Total	35,685,234	
Fees for Participant Sports excluding Trips: Total	23,702,980	
Admission to Movies/Theater/Opera/Ballet: Total	30,750,014	
Admission to Sporting Events excluding Trips: Total	12,806,617 26,043,543	
Fees for Recreational Lessons: Total TV/Video/Sound Equipment: Total	320,793,212	
Community Antenna or Cable TV: Total	169,725,954	
Televisions: Total	62,972,715	
VCRs/Video Cameras & DVD Players: Total	7,548,922	
Video Cassettes & DVDs: Total	14,755,638	
Video Game Hardware & Software: Total	8,037,207	
Satellite Dishes: Total	268,017	
Rental of Video Cassettes & DVDs: Total	11,567,687	
Sound Equipment: Total	44,460,374	
Rental/Repair of TV/VCR/Sound Equipment: Total	1,294,041	
Pets: Total	108,726,769	
Toys & Games: Total	34,371,857	
Recreational Vehicles & Fees: Total	110,607,492	
Sports/Rec/Exercise Equipment: Total	44,952,124	
Photo Equipment/Supplies: Total	28,501,391	
Film Processing: Total	6,839,577	
Reading: Total	62,419,711	
Food:		
Food: Total	1,859,961,876	
Food at Home: Total	1,094,998,387	
Food at Home - Bakery & Cereal Products: Total	151,684,008	
Food at Home - Meat/Poultry/Fish/Eggs: Total	274,899,921	
Food at Home - Dairy Products: Total	124,650,758	
Food at Home - Fruit & Vegetables: Total	179,922,942	
Food at Home - Snacks/Other Food: Total	363,840,758	
Food at Home - Nonalcoholic Beverages: Total	101,274,340	
Food Away from Home: Total	764,963,489	
Food Away from Home - Meals at Restaurants: Total	703,352,359	
Alcoholic Beverages: Total	127,545,533	
Financial:	,,	
	204.044.425	
Investments: Total	204,911,425	
Vehicle Loans: Total	1,383,651,860	

Source: ESRI, 2008 Estimates & Projections.

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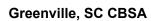
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Demographic	Greenville, SC CBSA

Health Care:		
Health Care: Total	957,972,618	
Health Insurance: Total	470,589,668	
Nonprescription Drugs: Total	27,106,675	
Prescription Drugs: Total	136,972,246	
Eyeglasses & Contact Lenses: Total	17,629,715	
Housing:		
Shelter: Total	3,261,362,676	
Mortgage Payment & Basics: Total	1,956,051,388	
Maintenance & Remodeling Services: Total	424,875,909	
Maintenance & Remodeling Materials: Total	97,393,638	
Owned Dwellings - Paint/Wallpaper/Supplies: Total	5,149,361	
Rented Dwellings - Paint/Wallpaper & Supplies: Total	306,454	
Home Improvement Services: Total	432,402,231	
Home Improvement Materials: Total Utilities/Fuel/Public Services: Total	100,143,463 1,057,958,138	
Telephone Services: Total	348,980,900	
Insurance - Owners & Renters: Total	115,921,471	
Household Goods:		
Household Furnishings & Equipment: Total	474,105,232	
Household Textiles: Total	30,559,597	
Furniture: Total	141,094,806	
Floor Coverings: Total	20,897,276	
Major Appliances: Total	67,744,744	
Housewares: Total	19,640,049	
Small Appliances: Total	7,831,281	
Other HH Items - Luggage: Total	2,086,283	
Other HH Items - Telephones & Accessories: Total	8,118,827	
Household Services:		
Computer Information Services: Total	48,698,174	
Child Care: Total	91,515,048	
Lawn & Garden: Total	96,665,405	
Moving/Storage/Freight Express: Total	11,150,400	
Housekeeping Supplies: Total	174,897,973	
Housekeeping Services: Total	27,576,090	
Personal Care:		
Personal Care Products: Total	97,389,449	
Education:		
Education: Total	291,164,056	
School Books & Supplies: Total	27,024,316	
Miscellaneous Expenses:		
Smoking Products: Total	111,068,537	
Life Insurance/Pensions:		
Life & Other Pers Ins: Total Transportation (Local):	134,007,649	
Vehicle Insurance: Total	317,343,813	
Transportation-Vehicle Purchases (Net Outlay):Total	1,183,790,549	
Transportation - Gasoline & Motor Oil: Total	595,149,440	
Vehicle Maintenance & Repairs: Total	221,591,903	
Travel:		
Travel: Total	398,647,906	
Airline Fares: Total	84,006,476	
Travel - Lodging on Trips: Total	90,602,096	
Auto/Truck/Van Rental on Trips: Total	7,776,287	
Travel - Food & Drink on Trips: Total	100,987,857	

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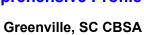
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Tapestry Segmentation System (2008):		
L1: High Society		
01. Top Rung	0	
02. Suburban Splendor	1,303	
03. Connoisseurs	577	
04. Boomburbs	9,135	
05. Wealthy Seaboard Suburbs	0	
06. Sophisticated Squires	1,592	
07. Exurbanites	5,280	
L2: Upscale Avenues	·	
09. Urban Chic	582	
10. Pleasant-Ville	0	
11. Pacific Heights	0	
13. In Style	12,367	
16. Enterprising Professionals	5,183	
17. Green Acres	4,432	
18. Cozy and Comfortable	4,359	
L3: Metropolis	1,500	
	0	
20. City Lights 22. Metropolitans	6,307	
45. City Strivers	0,307	
51. Metro City Edge	2,147	
54. Urban Rows	0	
62. Modest Income Homes	6,675	
L4: Solo Acts	0,070	
	0	
08. Laptops and Lattes	0	
23. Trendsetters 27. Metro Renters	0	
36. Old and Newcomers	2,780	
39. Young and Restless	5,983	
L5: Senior Styles	5,500	
	4.044	
14. Prosperous Empty Nesters	4,644	
15. Silver and Gold	0 5,137	
29. Rustbelt Retirees30. Retirement Communities	1,360	
43. The Elders	1,360	
49. Senior Sun Seekers	700	
50. Heartland Communities	5,166	
57. Simple Living	1,119	
65. Social Security Set	1,406	
L6: Scholars & Patriots	1,100	
	0	
40. Military Proximity	0	
55. College Towns	4,244	
63. Dorms to Diplomas	945	
L7: High Hopes		
28. Aspiring Young Families	4,543	
48. Great Expectations	6,046	
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L8: Global Roots		
35. International Marketplace	0	
38. Industrious Urban Fringe	0	
44. Urban Melting Pot	0	
47. Las Casas	0	
52. Inner City Tenants	1,954	
58. NeWest Residents	0	
60. City Dimensions	1,797	
61. High Rise Renters	0	
L9: Family Portrait		
12. Up and Coming Families	11,492	
19. Milk and Cookies	1,958	
21. Urban Villages	0	
59. Southwestern Families	0	
64. City Commons	1,612	
L10: Traditional Living		
24. Main Street USA	0	
32. Rustbelt Traditions	5,135	
33. Midlife Junction	12,545	
34. Family Foundations	1,248	
L11: Factories & Farms		
25. Salt of the Earth	5,919	
37. Prairie Living	0	
42. Southern Satellites	37,260	
53. Home Town	13,113	
56. Rural Bypasses	5,566	
L12: American Quilt		
26. Midland Crowd	31,315	
31. Rural Resort Dwellers	1,136	
41. Crossroads	6,467	
46. Rooted Rural	2,577	

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